

# Reimagine 419: Draft Plan



May 2, 2017



# Planning Process

Sept - Oct

Kick-off  
Meeting  
&  
Transp/  
Infr Event



Nov - Dec

3-day  
Charrette  
w/  
Education  
Workshop



Jan - Mar

Transp Plan  
Presentation  
&  
Draft Plan  
Reveal



Apr - July

Final Plan  
Adoption

- 25+ Stakeholder Interviews
- Document Review
- Site Analysis
- Market Analysis

- Community Vision/Principles
- Urban Design Framework
- Alternative scenarios

- Transp Plan
- Catalyst sites
- Development economics
- Urban design guidelines

- Master Plan
- Implementation initiatives

# What we have learned



# Learning from Stakeholders

- Board of Supervisors
- Economic Development Authority
- County department heads
- Commercial and residential realtors
- Regional economic development/planning
- Large property owners
- Business Owners (Retail, Restaurant, Hotels)
- Planning Commission
- Public Safety (Fire and Rescue, Police).
- Transportation and Infrastructure Experts (VDOT, Transit, Stormwater, Utilities)
- Transit providers



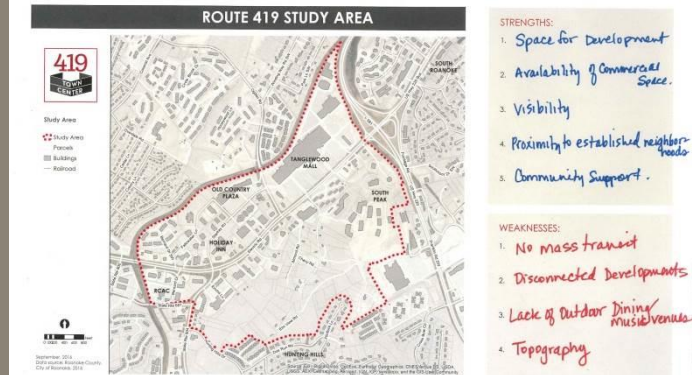


# Public Outreach/ Workshop



# Community Outreach

- September Kickoff (150+ participants)
- Online engagement
  - mySidewalk community forum
  - Survey (350+ participants)
- October Planning Night (60 participants)
- October Employee Event (90 participants)
- November 3-Day Placemaking Workshop (100+ participants)
- January 4th Community Presentation (50+ participants)
- March Draft Plan Reveal (200+ participants)



# Community Voices

## Strengths

- Location, location, location!
- Space to grow
- Strong—and stable—demographics
- A welcoming, enthusiastic, community
- Rich in natural resources/beauty
- A love and respect for our history
- Community support

## Challenges

- **Unsafe** for pedestrians and bikers
- Not able to walk/bike through corridor; **no sidewalks and bike trails**
- Lack of public transportation options
- **Dangerous Intersections**/Crossing
- Too much congestion/traffic
- Lack of **ADA compliance**



# Town center market: residential

- “One-off” redevelopment (no walkable mixed-use neighborhood):
  - 75 units per year over 5 years = 375 units
- **Neighborhood redevelopment** (significant walkable mixed-use neighborhood):
  - 118 units per year over 5 years = 590 units
  - “Walkability” rent premium

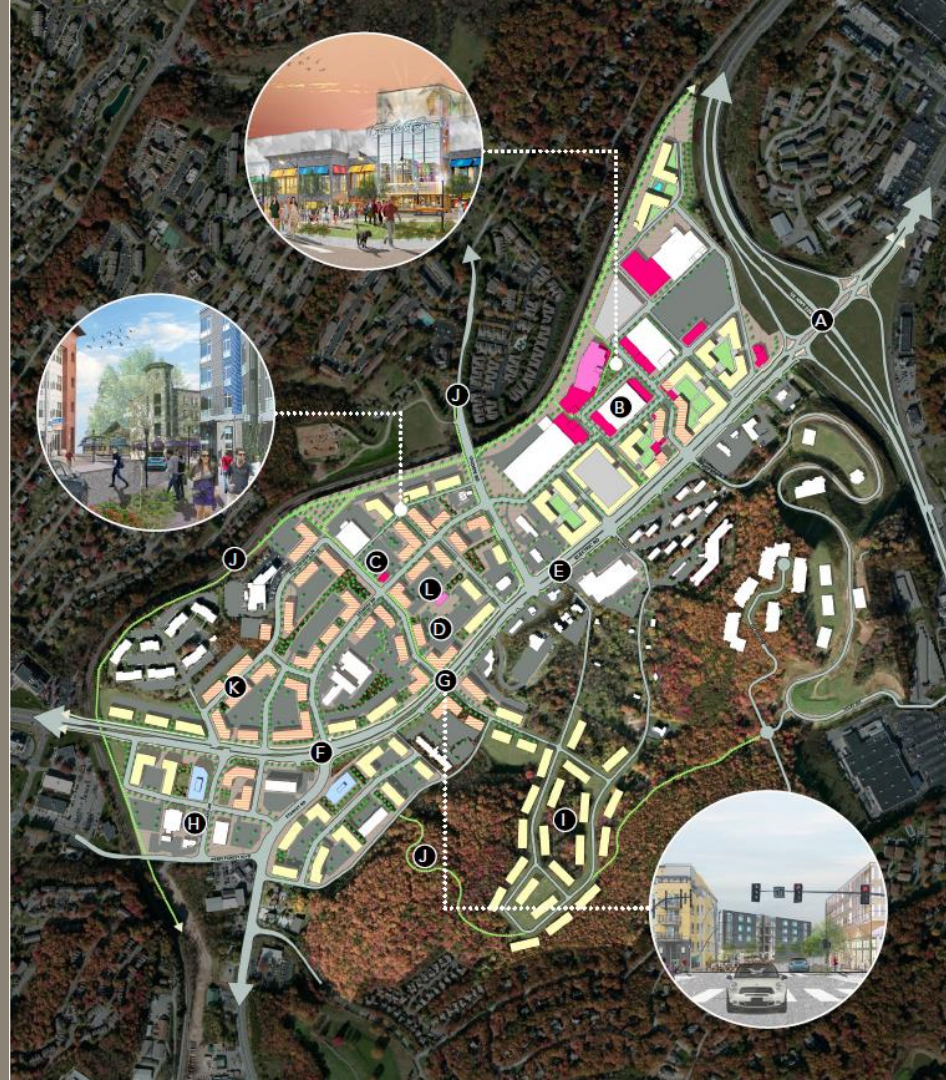


# Town center market: retail

- Existing retail and restaurants  
(does not include stand alone)
  - Tanglewood Mall—780,000 SF
  - Additional—220,000 SF
- **New retail and restaurants:**
  - **Retail—75-100,000 SF over 5-7 years**
  - **Restaurants—15-20,000 SF over 5-7 years**

# Vision

*The 419 Town Center creates a vibrant new center for community life, embraced by the spectacular beauty of the Roanoke Valley. Our Town Center mixes diverse new housing options; job opportunities; shopping, dining, and entertainment choices; chances to enjoy art and music—all within a short walk. Our Town Center offers people opportunities to live healthier lifestyles, reinforces our commitment to environmental responsibility, and advances the Town Center's emergence as a center of knowledge and innovation.*





# *Harness the power of our location and market strengths*

- Strengthen the corridor's competitive position
- Increase housing and retail choices
- Expand entertainment choices
- Provide new types of office spaces



# Welcome Community

- Expand choices for younger generations and families
- Encourage a diverse mix of retail and cultural choices
- Celebrate our history and location
- Promote ourselves to increase tourism





# *Create an Authentic Place*

- Mix private, public, and civic uses
- Increase elements unique to the Roanoke Valley
- Enhance Landscaping and create new public green spaces



# *Secure—and Sustain—a Healthy Future*

- Improve environmental performance
- Encourage and incorporate green infrastructure
- Create and connect to greenways
- Encourage healthy amenities in public places



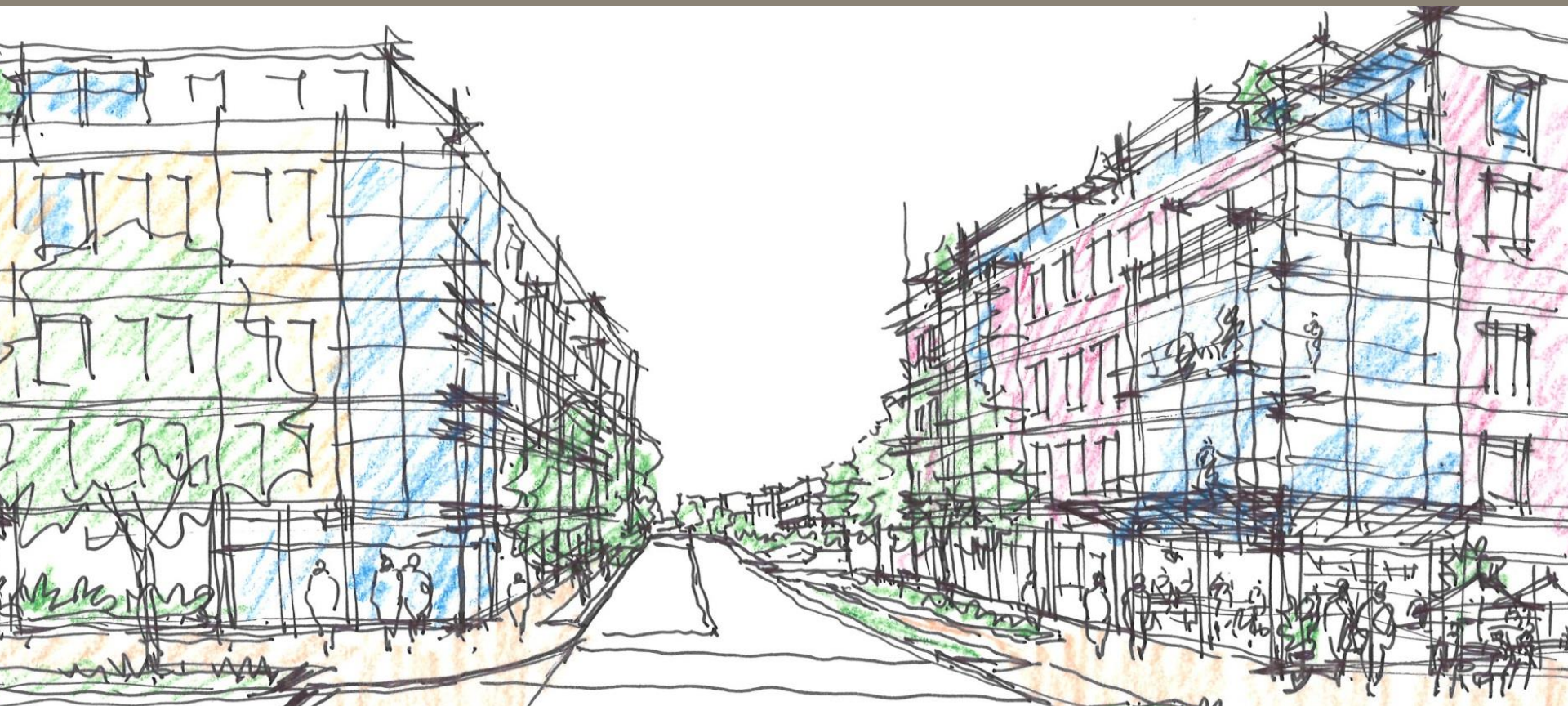
# *Improve Connectivity*

- Ensure safe, improved auto transit
- Incorporate sidewalks throughout
- Improve street crossings
- Add multi-purpose path separated from Electric Road





# Transforming the Study Area





## What if?

TAKE A LOOK AT THESE EXAMPLES OF BICYCLE FACILITIES ACROSS THE U.S.  
WHICH ONES EXCITE YOU?  
PLACE YOUR DOTS ON THE IMAGES YOU'D MOST LIKE TO SEE ALONG ROUTE 419.



## Key Takeaways: Bicycle, Ped & Transit

- Protected Bikeway
- Ped/Bike Bridge
- Signage/markings
- Wide sidewalks/multiuse path
- ADA Compliance/ramps
- Pedestrian lighting
- Smaller circulator bus
- Bus shelters
- Bike/bus access
- No Hawk signals
- No Sharrows

# Guiding Principles/Objectives

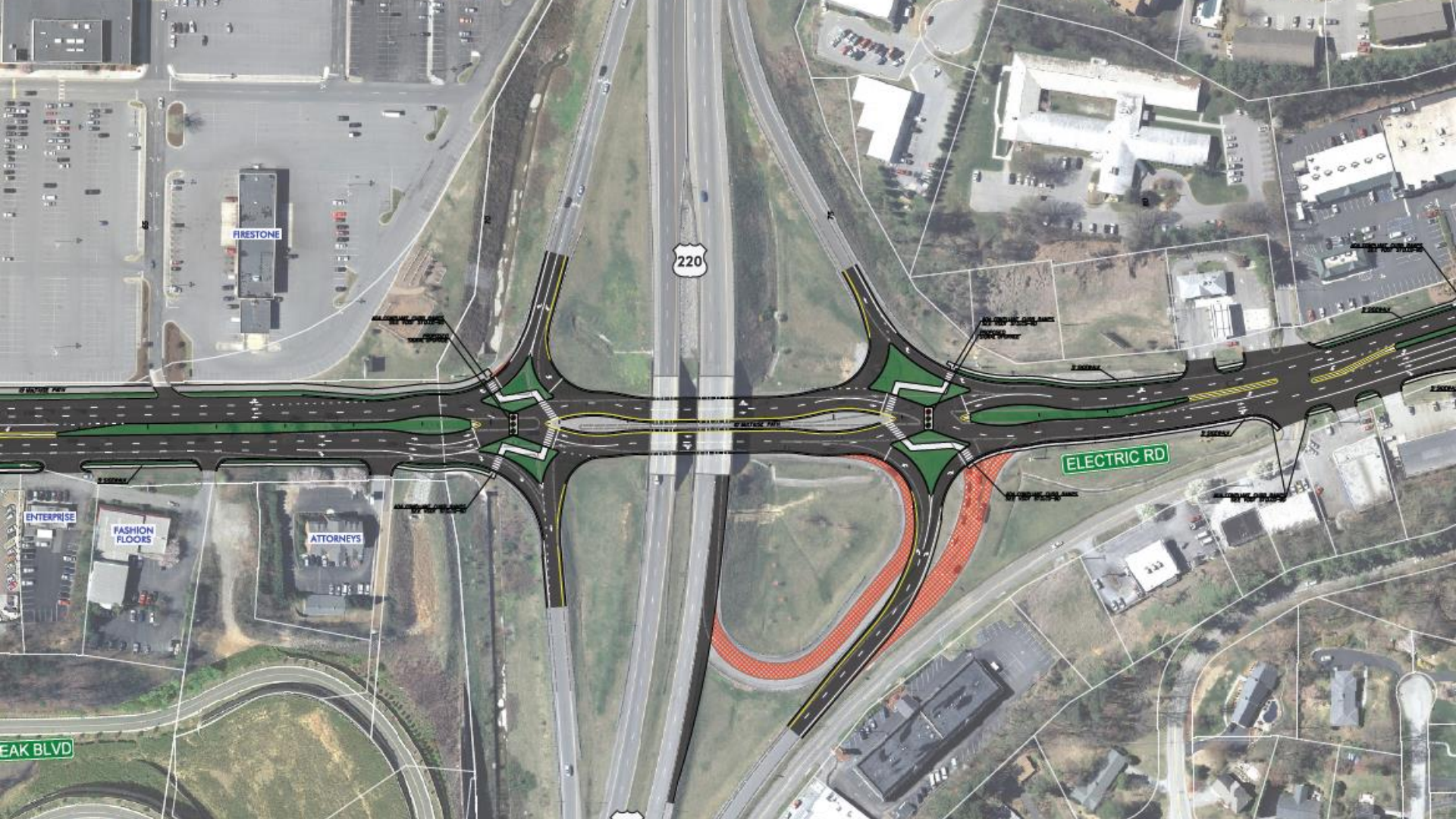
“When everything else is the same, tie goes to the pedestrian”

- Provide **safe passage for Bike/Ped** along entire corridor
- Improve **multimodal connectivity** (limited)
- Focus on creating **high quality intersections**
- Incorporate **access management** and **traffic calming** into the redesign
- **Repurpose** excess pavement to limit Right-of-Way takings
- Ensure **accessibility for everyone**

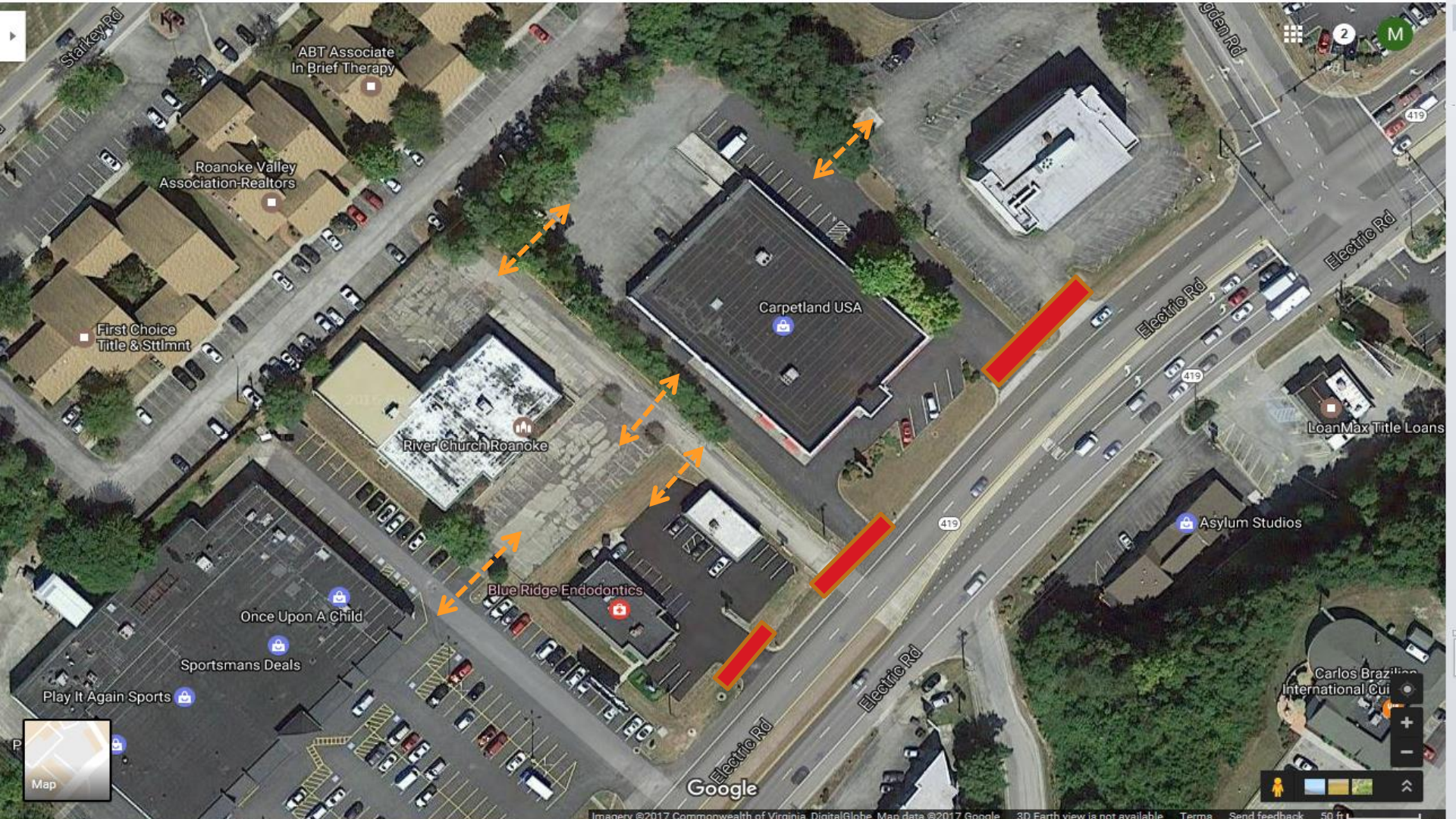
# Draft Concept Design











Starkey Rd

ABT Associate  
In Brief Therapy

Roanoke Valley  
Association-Realtors

First Choice  
Title & Sttlmnt

River Church Roanoke

Carpetland USA

Blue Ridge Endodontics

Once Upon A Child

Sportsmans Deals

Play It Again Sports

Asylum Studios

LoanMax Title Loans

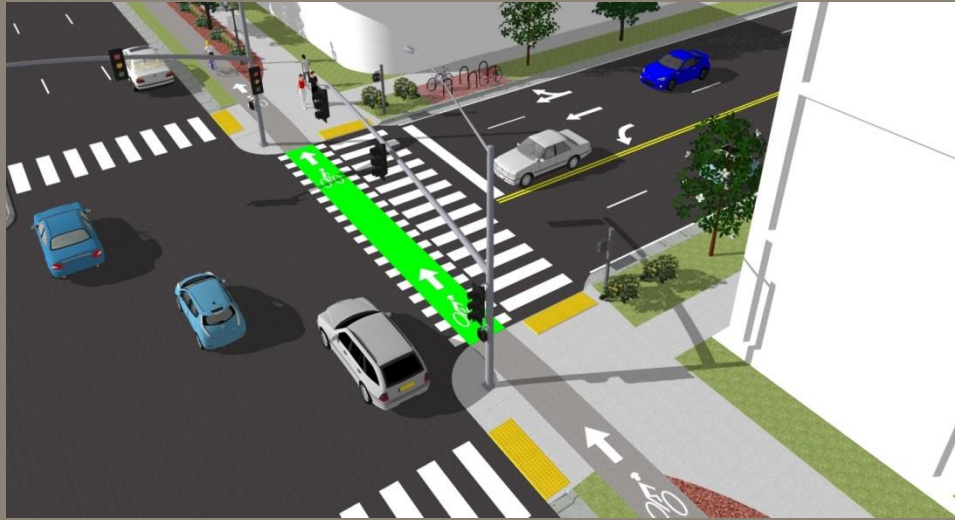
Carlos Brazill  
International Cui

Google

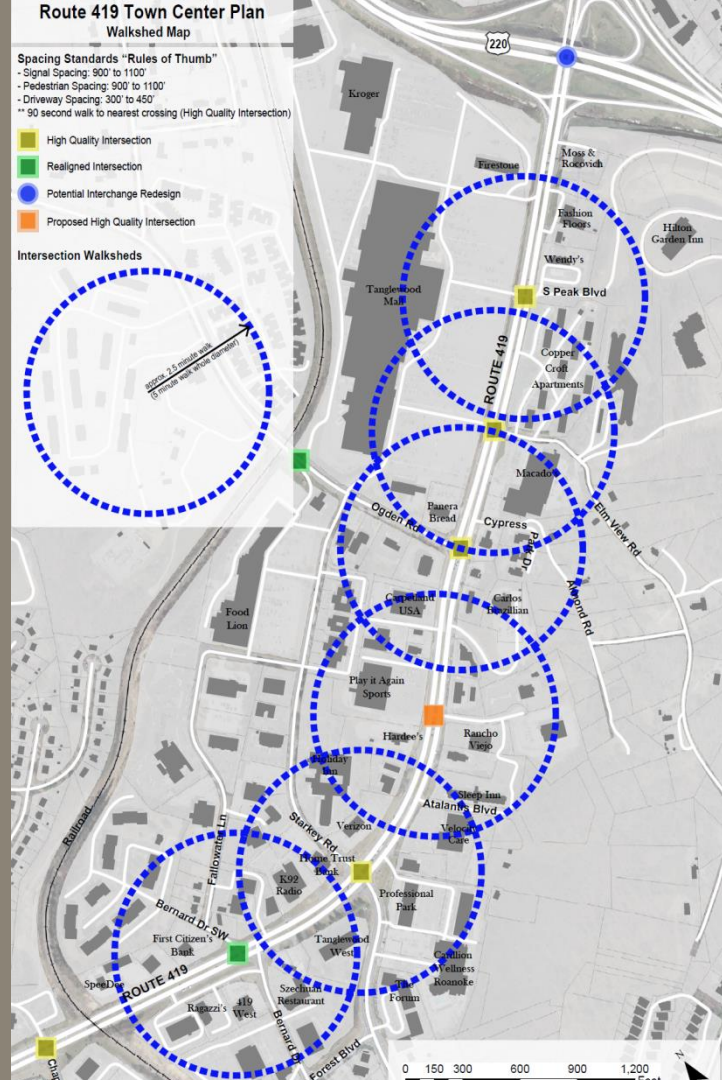
Map



# Intersection Treatments







# Public Realm

- Create new public gathering spaces
- Add streetscape amenities
- Activate the public realm
- Improve lighting
- Introduce stronger landscape standards
- Enhance gateways





# Urban Design Framework

*Harnessing the power of our location and market strengths to enhance livability*



## Character areas

### Areas

- Auto-oriented
- Mall retrofit
- Arterial infill
- Mixed-use town center
- Mixed-use office
- Multifamily

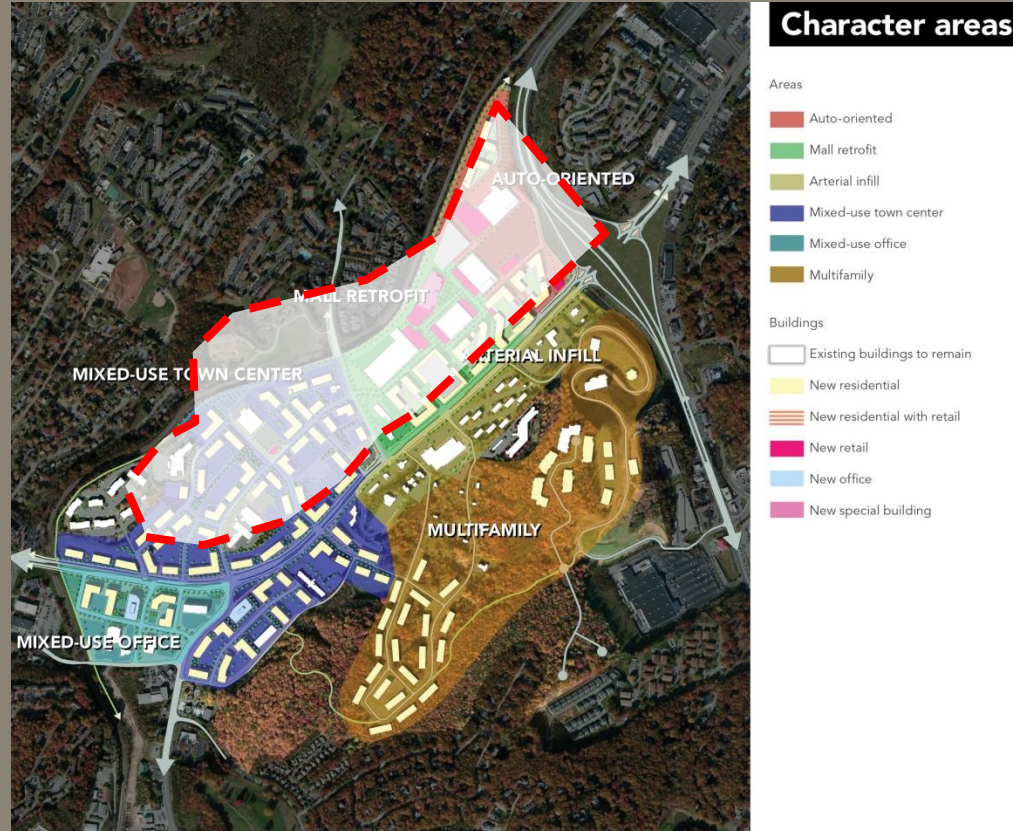
### Buildings

- Existing buildings to remain
- New residential
- New residential with retail
- New retail
- New office
- New special building



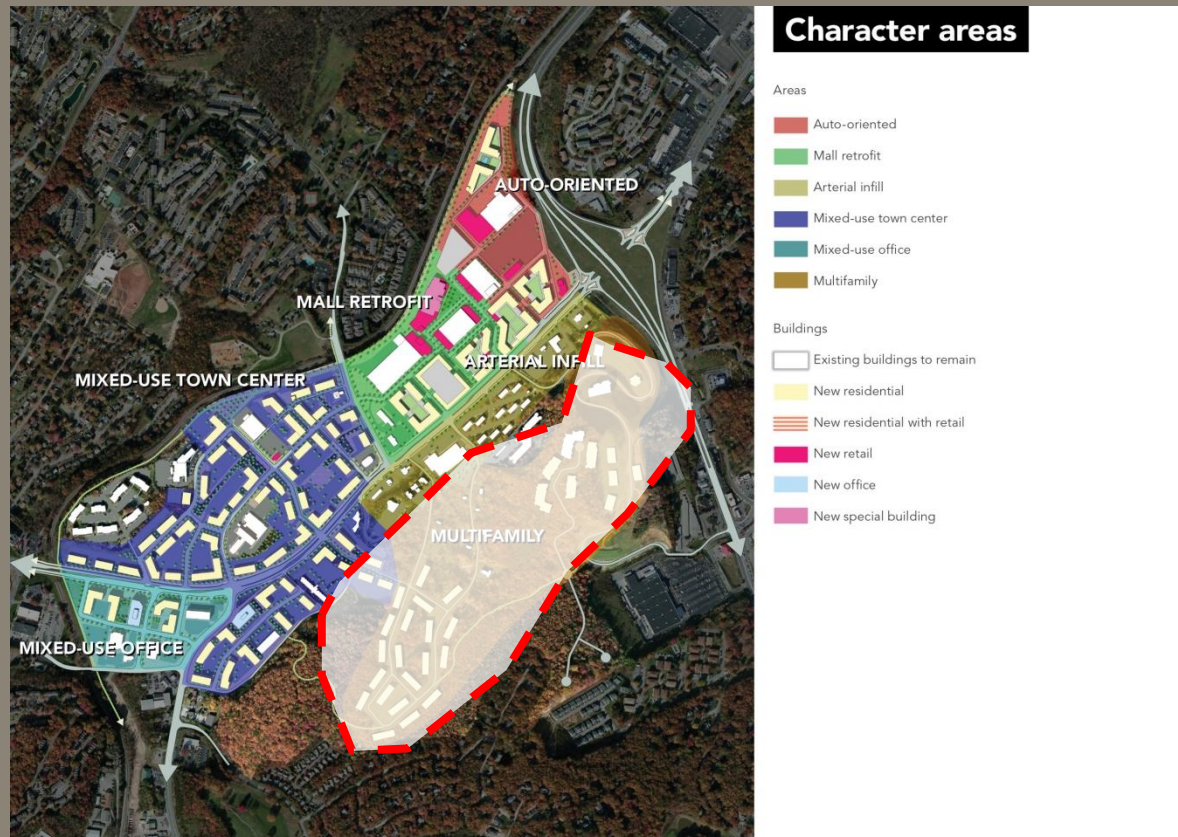
# Redevelopment Priority: Core Town Center

- Catalyst sites
- Infill development
- Targeted County infrastructure support
  - Roads
  - Parking investments
- Public/private partnerships



# Redevelopment Priority: The Ridges

- Targeted County infrastructure support
  - New signal intersection
  - Sidewalk connections to town center
  - Shared greenway





Today





5 years





15-20 years





# Catalyst Development Sites

## Catalyst sites



1. Old Country Plaza Site

2. Madison Square

3. Tanglewood Mall



# Old Country Plaza

## Catalyst sites



1. Old Country Plaza Site

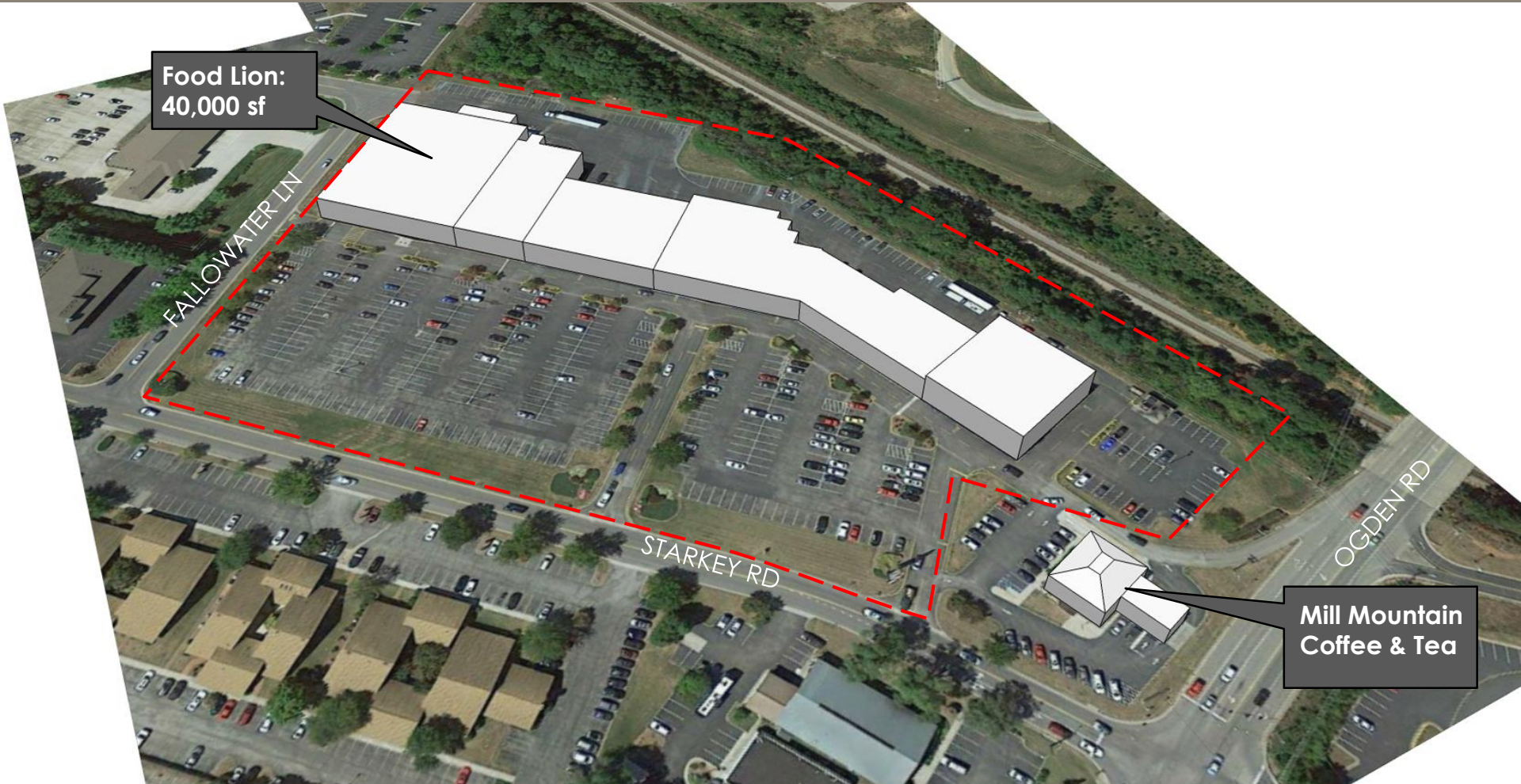
2. Madison Square

3. Tanglewood Mall



# Old Country Plaza Site

Site Area: 10 acres / 435,600 sf  
Existing Retail: 95,000 sf



Food Lion:  
40,000 sf

Mill Mountain  
Coffee & Tea



# Old Country Plaza Site – Mixed-use Devp't

Site Area: 10 acres / 435,600 sf  
Total new redevelopment area: 304,000 sf  
- Total new retail: 28,000 sf  
- Total new residential: 276,000 sf / 230 Units





# Old Country Plaza Site – Existing View







# Madison Square

## Catalyst sites



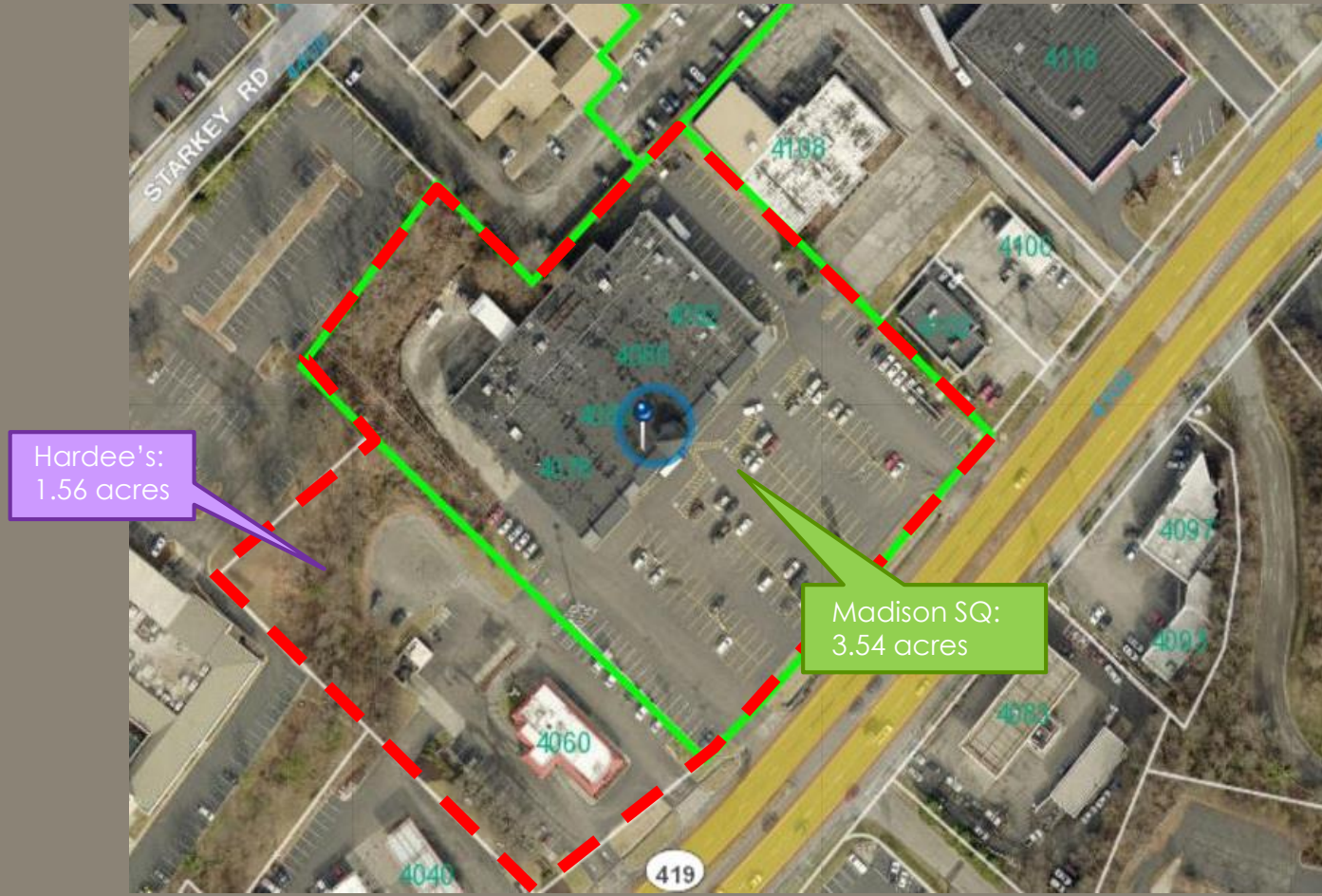
1. Old Country Plaza Site

2. Madison Square

3. Tanglewood Mall

# Madison Square – Existing Site

Total Site Area: 5.1 acres  
Total Development: 41,200 GSF





# Madison Square – Mixed-use Development

Total Site Area: 5.1 acres  
Total Redevelopment: 186,300 GSF  
- Retail: 22,000 SF  
- Residential: 164,300 SF (130 units)





# Madison Square – Current View







# Tanglewood Mall

## Catalyst sites



1. Old Country Plaza Site

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# Tanglewood Mall – Existing Site

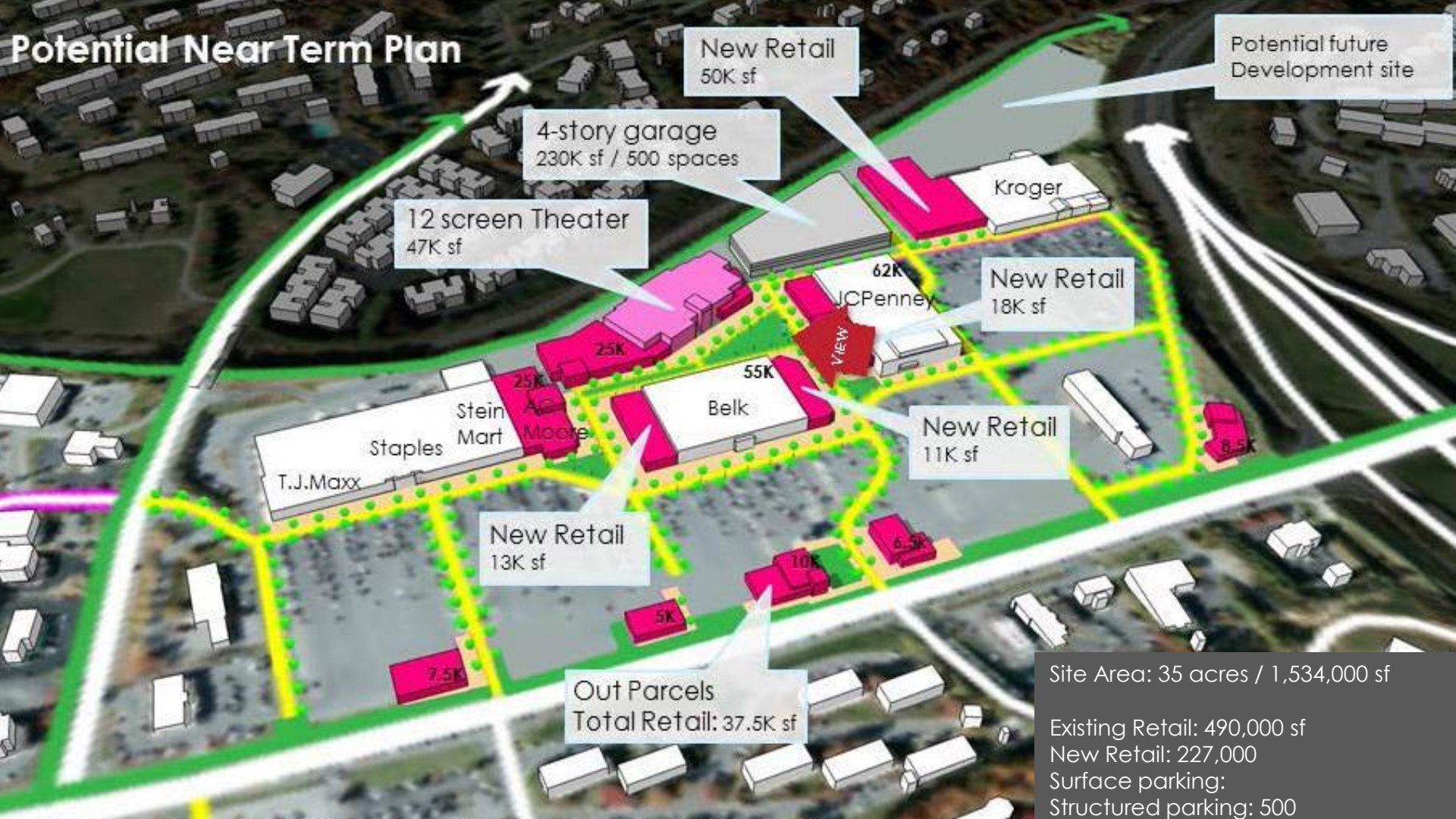


Site Area: 35 acres / 1,534,000 sf

Existing Retail: 780,000 sf  
Surface parking lot:  
~xxx spaces



# Potential Near Term Plan



New Retail  
50K sf

4-story garage  
230K sf / 500 spaces

12 screen Theater  
47K sf

Kroger

62K  
JCPenney

New Retail  
18K sf

25K  
Ac Moore

55K  
Belk

New Retail  
11K sf

T.J.Maxx  
Staples  
Stein Mart

New Retail  
13K sf

Out Parcels  
Total Retail: 37.5K sf

Site Area: 35 acres / 1,534,000 sf

Existing Retail: 490,000 sf

New Retail: 227,000

Surface parking:

Structured parking: 500



# Tanglewood Mall – Interior View







# 20-Year Plan



4-story garage  
230K sf / 500 spaces

Residential development:  
145,000 sf / 120 units  
(Location also could  
support office and/or  
hotel as alternative use)

4-story residential: 140 units  
podium parking with roof  
garden: 145 spaces

Ground floor retail: 16k sf  
4-story residential: 195 units  
podium parking with roof  
garden: 205 spaces

Site Area: 35 acres / 1,534,000 sf

Existing Retail: 690,000 sf  
New Retail: 42-100,000 sf  
New Housing: 885 units  
Surface, curbside: 700  
Structured spaces: 2075

4-story residential: 170 units  
podium parking with roof  
garden: 180 spaces

4-story residential: 130 units  
4-story parking garage:  
800 spaces

Ground floor retail: 16k sf  
4-story residential: 125 units  
podium parking with roof  
garden: 125 spaces

102K  
T.J.Maxx

Staples

Stein Mart

25K  
A.C. Moore

55K  
Belk

62K  
JCPenney

50K  
Kroger

8.5K

10K

13K

18K

25K

25K









# Implementation

- Plan approval
- Land use and zoning updates
- Land owner engagement
- Developer attraction
- Infrastructure investments
  - 419 transportation improvements
  - On site street and other improvements





# Next Steps

- Planning Commission Public Hearing - **May 2<sup>nd</sup>**
- Joint Planning Commission/Board of Supervisors Work Session – **June 6<sup>th</sup>**
- Board of Supervisors Public Hearing – **July 25<sup>th</sup> (tentative)**

**Questions?**